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CLAIMS:

1.   A method of controlling retransmission of a content item contained in a
multimedia message, comprising
receiving the message containing the content item from a sender together with an identifier of
an intended recipient of the message,
5   obtaining an identifier for the content item,
retrieving approval information from a provider based on the identifier for the content item,
and controlling retransmission of the message including the content item to the intended
recipient based on the retrieved approval information.

10   2.   The method as claimed in claim 1, in which controlling retransmission
comprises allowing retransmission of the message including the content item to the intended
recipient and billing the sender or the intended recipient a premium price.

3.   The method as claimed in claim 1, in which controlling retransmission
15   comprises allowing retransmission of the message including the content item to the intended
recipient and recording details regarding the retransmission.

4.   The method as claimed in claim 1, in which controlling retransmission
comprises restricting retransmission of the message.

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5.   The method as claimed in claim 4, in which restricting retransmission
comprises disallowing retransmission of the message.

6.   The method as claimed in claim 4, in which restricting retransmission
25   comprises allowing retransmission of the message but disallowing retransmission of the
content item.

7.   The method as claimed in claim 1, in which information identifying the
provider is retrieved from a database based on the obtained identifier.

8.   The method as claimed in claim 7, in which the obtained identifier is stored associated with an identifier for the sender in the database if the information identifying the provider could not be retrieved from the database.

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9.   The method as claimed in claim 7, in which the information identifies plural providers, retransmission being conditional upon approval information retrieved from any of the plural providers.

10   10.   A system arranged for controlling retransmission of a content item contained in a multimedia message, comprising receiving means for receiving the message containing the content item from a sender together with an identifier of an intended recipient of the message, identifying means for obtaining an identifier for the content item, lookup means for retrieving approval information from a provider based on the identifier for the content item, 15   and for signaling to conditional retransmitting means the approval information, the conditional retransmitting means being arranged for controlling retransmission of the message including the content item to the intended recipient based on the approval information.

20   11.   A media transcoding system, arranged for transcoding content items in a multimedia message to a format suitable for an intended recipient, comprising the system of claim 10.

12.   A computer program product arranged for causing a processor to execute the 25   method of claim 1.